CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

CROSSROADS MEDIA, LLC
66 CANAL CENTER PLAZA
SUITE 555
ALEXANDRIA, VA 22314

Contract / Revision	Alt Order #
328163 /	WOC10032362

Product
Crossroads GPS

Contract Dates	Estimate #
08/08/12 - 08/14/12	**882**

Advertiser	Original Date / Revision
CROSSROADS GRASSROOTS POLICY STRA	08/06/12 / 08/06/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WRC	Kaitie Conway	Washington DC

Special Handling

Demographic
RA35+

		Total Ratings
		334.10
IDB#	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref
02812	23242

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WRC	08/08/12	08/14/12	News 4 @ 4:30a	430-5a		:30				\M	5	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	1111--1	5	$200.00	1.50							
N 2	WRC	08/08/12	08/14/12	5-6A NEWS4 @5AM	5A-6A		:30				\M	10	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	22222--	10	$800.00	2.60							
N 3	WRC	08/08/12	08/14/12	6-7A NEWS4 @ 6AM	6A-7A		:30				\M	4	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	22-----	4	$2,000.00	3.70							
N 4	WRC	08/08/12	08/14/12	7-9A TODAY SHOW	7A-9A		:30				\M	4	$9,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	22-----	4	$2,400.00	3.60							
N 5	WRC	08/08/12	08/14/12	9-10A TODAY SHOW 2	9A-10A		:30				\M	4	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	22-----	4	$1,000.00	2.30							
N 6	WRC	08/08/12	08/14/12	10-11A TODAY SHOW 3	10A-11A		:30				\M	4	$2,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	22-----	4	$700.00	1.80							
N 7	WRC	08/08/12	08/14/12	11A-12P MIDDAY NEWS	11A-12P		:30				\M	2	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	11-----	2	$400.00	1.30							
N 8	WRC	08/08/12	08/14/12	Access H Live 12-1p	12-1p		:30				\M	2	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:	08/08/12	08/14/12	11-----	2	$400.00	0.90							
N 9	WRC	08/08/12	08/14/12	1-2P DAYS OF OUR LIVES	1P-2P		:30				\M	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agr the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon re shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, wh express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days pr effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set for including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spe this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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CROSSROADS GRASSR(	08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		08/08/12	08/14/12	11-----	2	$500.00	0.70						
N 10	WRC	08/08/12	08/14/12	2-3p Nate Berkus	2-3p		:30				\M	2	$700.00
Week:		08/08/12	08/14/12	11-----	2	$350.00	0.90						
N 11	WRC	08/08/12	08/14/12	Ellen	3P-4P		:30				\M	2	$1,200.00
Week:		08/08/12	08/14/12	11-----	2	$600.00	1.40						
N 12	WRC	08/08/12	08/14/12	4-5P NEWS4 @ 4PM	4P-5P		:30				\M	2	$2,000.00
Week:		08/08/12	08/14/12	11-----	2	$1,000.00	3.00						
N 13	WRC	08/08/12	08/14/12	6-7P NEWS4 @ 6PM	6P-7P		:30				\M	2	$4,400.00
Week:		08/08/12	08/14/12	11-----	2	$2,200.00	4.40						
N 14	WRC	08/08/12	08/10/12	6-7P NEWS4 @ 6PM	6P-7P		:30				\M	3	$6,600.00
Week:		08/06/12	08/12/12	--111--	3	$2,200.00	4.40						
N 15	WRC	08/08/12	08/14/12	7-730P NBC NIGHTLY NEW	7P-730P		:30				\M	4	$20,000.00
Week:		08/08/12	08/14/12	111-1--	4	$5,000.00	6.90						
N 16	WRC	08/08/12	08/14/12	730-8P ACCESS HOLLYWO	730P-8P		:30				\M	2	$7,200.00
Week:		08/08/12	08/14/12	11-----	2	$3,600.00	4.20						
N 17	WRC	08/08/12	08/14/12	11-1135p M-SU L NEWS	11P-1135P		:30				\M	2	$6,000.00
Week:		08/08/12	08/14/12	11-----	2	$3,000.00	3.80						
N 18	WRC	08/08/12	08/14/12	1135-1237A TONIGHT SHO	1135P-1237A		:30				\M	2	$2,400.00
Week:		08/08/12	08/14/12	11-----	2	$1,200.00	1.70						
N 19	WRC	08/08/12	08/14/12	1237-137a Fallon	1237-137a		:30				\M	2	$700.00
Week:		08/08/12	08/14/12	11-----	2	$350.00	0.90						
N 20	WRC	08/08/12	08/11/12	OLY PRIME +CLSG M-SU	7P-12a		:30				\M	3	$150,000.00
Week:		08/06/12	08/12/12	---111-	3	$50,000.00	18.00						
N 21	WRC	08/08/12	08/12/12	OLY LT NEWS M-SU	11p-1235a		:30				\M	5	$40,000.00
Week:		08/06/12	08/12/12	--11111	5	$8,000.00	7.00						
N 22	WRC	08/08/12	08/10/12	OLY EARLY MORNING M-F	6A-10A		:30				\M	9	$25,200.00
Week:		08/06/12	08/12/12	--333--	9	$2,800.00	4.00						
N 23	WRC	08/08/12	08/11/12	OLY ACCESS M-SA	730-8p		:30				\M	4	$20,000.00
Week:		08/06/12	08/12/12	--1111-	4	$5,000.00	5.00						

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		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 24	WRC	08/08/12	08/12/12	OLY WKEND DAYTIME	5a-6p		:30				\M	2	$9,000.00
Week:		08/06/12	08/12/12	-----11	2	$4,500.00	5.00						
N 25	WRC	08/08/12	08/12/12	6-630P NEWS4 @ 6P SU W	6-630P		:30				\M	1	$2,000.00
Week:		08/06/12	08/12/12	------1	1	$2,000.00	3.00						
N 26	WRC	08/08/12	08/10/12	OLY WKDAY DYTM M-F	10a-5p		:30				\M	2	$9,000.00
Week:		08/06/12	08/12/12	--WTF--	2	$4,500.00	3.00						
N 27	WRC	08/13/12	08/14/12	11-1135p M-SU L NEWS	11P-1135P		:30				\M	1	$3,000.00
Week:		08/13/12	08/19/12	MT-----	1	$3,000.00	3.80						
								Totals	334.10			87	$345,400.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	87	$345,400.00	$293,590.00
Totals	87	$345,400.00	$293,590.00

Signature: _____ **Date:** _____

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